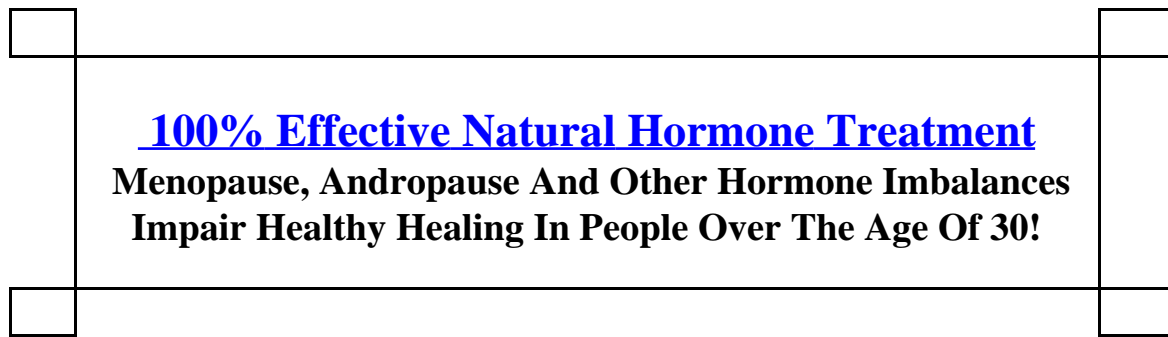


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Internet Marketing Just Got Easier, NEW Web Traffic ROI Calculator Launched

By Brent J. Dreyer

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What is your web traffic worth? The iMarketingStrategy.com interactive calculator lets you test numbers and instantly see a "real time" indication of value. The calculator is helpful for planning Internet Marketing campaigns and projecting ROI.

With the growing popularity of Internet Marketing as an alternative or parallel path to Direct Marketing, executives are demanding a measure for the Return on Investment (ROI). In response to these demands, iMarketingStrategy.com developed a simple to use Web Traffic ROI Calculator, built in Flash and 100% interactive.

The variables needed for calculating the value of web traffic are straightforward and they are critical for planning a profitable Internet Marketing strategy. The Web Traffic ROI Calculator found on the iMarketingStrategy.com web site is easy to use. First, enter your estimate of Projected Web Traffic. This can be done on a weekly or monthly basis. Next, enter the following marketing variables;

Conversion Rate - The percent of visitors to a web site that typically make a purchase.

Average Order Value - The average amount the a purchaser is expected to spend.

Average Profit on Sale - The difference between cost and sale price, or percent margin.

Customer Purchase Frequency - The number of times that a customer buys per year.

Customer Life - The number of years that a customer remains loyal and continues to buy.

With these five variables, a cumulative net profit can be calculated for web traffic. This estimate of value can be useful when planning Internet Marketing strategies and determining ROI on targeted marketing campaigns.

Another important indication of value emerges out of this calculation, the value of each web visitor. By dividing the cumulative net profit calculated for web traffic by the number of visitors added per year, the value of each visitor can be estimated.

Here is an example that starts with the projected addition of 500 web visitors per week. The conversion rate is estimated at 2%, or 1 buyer out of every 50 visitors. The average order is \$150 and the profit margin is 50% of each sale. The average customer will make a purchase on the web site twice a year and they will remain a loyal customer for three years. With these variables in mind, a net value of \$234,000 may be assigned to the 500 web visitors that were added. Furthermore, based on the sales conversion numbers, each visitor to the web site is worth \$9.00.

The Web Traffic ROI Calculator can be found on the [iMarketingStrategy.com](http://www.iMarketingStrategy.com) web site and is available

for free public use. The web address for the calculator is:
<http://www.iMarketingStrategy.com/roi-calculator.htm>

How To Easily Judge Your Online Success

By Jason Tarasi

So, you've taken the plunge into the virtual world of internet marketing. You've planned your strategy, crafted your marketing plan, prepared your marketing materials, and launched your internet marketing campaign. Congratulations! That's a lot of hard work. Once you've got your plan in motion, half the battle is done. However, that's not the end of your internet marketing endeavor. Every marketing program, whether offline or online, needs to be followed up on to ensure that your advertising and promotional efforts are truly producing results.

Follow-up efforts that are crucial to success in internet marketing include tracking each source of marketing that you use, determining which sources are producing results, analyzing the effective methods, and revamping the ineffective methods. So, running a results-oriented internet marketing campaign is an ongoing effort that requires constant monitoring and refining.

Website logs are a wonderful source of information that aids in monitoring your internet marketing program. By reviewing your website logs you will be able to determine where traffic that comes to your website is directed from. Be sure that your web hosting package has a control panel through which you can access your traffic logs to see the source of your website traffic. Your hosting company should be able to explain how to read the web logs to determine the number of visitors you have, the number of pages viewed, which of your pages are the most popular, how the visitors found your website and where they came from.

If the information provided through your website reports is insufficient in determining the effectiveness of your website promotional activities, it may be beneficial to purchase a software program for website traffic tracking and analysis. When you have the reports at your fingertips that enable you to monitor, track and analyze your website traffic you will be able to determine which of your internet marketing

techniques are most effective so that you can constantly improve and enhance your internet marketing program to ensure that it produces results both in terms of traffic to your website and in converting that traffic to sales.

A comprehensive internet marketing program includes market research, strategy development, campaign design, and launching the campaign. Monitoring the campaign and making adjustments to your strategy and techniques will ensure that your marketing efforts are effective. You should strive not only to bring traffic to your website, but also to convert website visitors to customers.

Jason Tarasi publishes the reciprocal links newsletter "Elite Links" Learn HOW thousands of other Elite Links members generate FREE traffic and increase their search engine rankings by swapping links.



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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!